



Presented by
Jeff M. Peters
Director, Marketing



Missouri River Energy Services (MRES)

- ◆ Joint-action agency: Wholesale, not for profit, electric supplier to municipal electric utilities
- ◆ 57 member municipal electric utilities in Iowa, Minnesota, North Dakota, and South Dakota

Members

North Dakota

Cavalier
Hillsboro
Lakota
Northwood
Riverdale
Valley City

South Dakota

Beresford
Big Stone City
Brookings
Burke
Faith
Flandreau
Fort Pierre
Pickstown
Pierre
Vermillion
Watertown
Winner

Minnesota

Adrian
Alexandria
Barnesville
Benson
Breckenridge
Detroit Lakes
Elbow Lake
Henning
Jackson
Lakefield
Lake Park

Luverne
Madison
Moorhead
Ortonville
St. James
Sauk Centre
Staples
Wadena
Westbrook
Worthington

Iowa

Alton
Denison
Fontanelle
Hartley
Hawarden
Kimballton
Lake Park
Manilla
Orange City

Paullina
Primghar
Remsen
Rock Rapids
Sanborn
Shelby
Sioux Centre
Woodbine
Atlantic



Green Power

- **Bundled Product: Energy and Environmental Attribute**
- **Green Power is the Member Product**
 - **Wind Gen. is network resource**
 - **Contractual agreement to deliver**
- **Started in July of 2002**

All MN Members Participating

- **About 600 Certificates, 875 - 100 kWh blocks**





Green Tag

- The Environmental Attribute
- Non-Member Product
- Emerging Market





Marketing Product

- MRES is Wholesaler
 - Wholesale to Retailer (Municipal)
 - Wholesale to Wholesaler
- MRES provides to Retailer
 - *WindKit*
 - Internet Registration
 - Certificate given to participants





The WindKit

- Acrylic display with brochure holder
- Brochures with registration forms
- Advertising slicks
- Press releases
- Formatted letters
- Presentation Material
- Newsletter: ***“Watts in the Wind”***





Marketing Tactics

- **Brochures – main focus**
 - **Mailings provide most awareness**
- **Community Events**
- **Public Service Meetings**
- **Certificates show participation**
- **Residential is major focus**





What we have learned?

- Direct correlation between marketing and penetration rate.
- Every community has unique personality.
- People either believe or not







Participation Rates (Residential Mkt)

- Lake Park 3.5%
- Detroit Lakes 3.2%
- Luverne 3.2%
- Jackson 2.5%
- Worthington 2.2%
- Breckenridge 1.7%
- MN Members 1.3%
- US Residential 1.3%





For more information see:

www.riverwinds.biz